

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1754

ISSUE DATE: January 12, 2015

TITLE: *Diabetes Prevention Television Ad Production*

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING
YOUR PROPOSAL**

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emaryland.buyspeed.com/bsr> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Financial Proposal Form.

Summary Statement

The Center for Chronic Disease Prevention and Control (hereafter referred to as CCDPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting for services to develop and produce three television ads for to be used as part of a multi-regional health communications campaign with the goal of increasing enrollment in Diabetes Prevention Programs offered in at-risk regions of the state.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about February 1, 2015 through March 31, 2015. **Financial Proposals must equal \$25,000.**

Background

Diabetes is a chronic disease with serious health and economic implications. Nationwide, 9.3% of the population has diabetes, resulting in a total estimated economic cost of \$245 billion. [1] This marks a 41% increase in the national economic cost of diabetes since 2007. The prevalence and incidence of diabetes in Maryland exceeds national averages. In 2010, 9.4% of Maryland adults had diagnosed diabetes, which has increased from 6.9% in 2001.[2] Individuals with diabetes are at greater risk of severe complications such as stroke, heart disease, kidney disease, amputations, blindness, and nervous system damage.

An estimated 37% of adults nationwide have prediabetes, having higher than normal glucose levels, but not yet type 2 diabetes. People with prediabetes have an increased risk of developing

type 2 diabetes, heart disease and stroke, however not everyone will progress to diabetes. Prevention is critical, and lifestyle change programs have been shown to effectively prevent or delay the onset of type 2 diabetes in individuals with prediabetes. The CDC-recognized National Diabetes Prevention Program (National DPP) is a one-year, evidence-based lifestyle change program which includes 16 core sessions (weekly) and six post-core sessions (monthly). The National DPP is based on research demonstrating that modest behavior changes, losing 5% to 7% weight and being physically active at least 150 minutes a week, reduced the risk of developing type 2 diabetes by 58% in people with prediabetes or at high risk for diabetes.

Diabetes Prevention Programs are offered throughout Maryland in a variety of community settings. Many of these programs rely primarily on physician referral for enrollment and are not widely advertised to the public. Physicians may not be aware of DPP programs in their community, and may fail to advise patients of this critical resource for health improvement. The goal of this television campaign is to increase awareness of the existence and health improvement value of DPP programs in the at-risk population, resulting in increased enrollment.

Since the risk of diabetes goes up with age, the target population for marketing the DPP programs is adults of both genders ages 40-60. To address the target audience, CCDPC would like to utilize a television campaign, which will be coupled with other DHMH efforts throughout the State of Maryland.

[1] American Diabetes Association. *The cost of diabetes*. April 18, 2014. Available at <http://www.diabetes.org/advocacy/news-events/cost-of-diabetes.html>.

[2] Maryland Behavioral Risk Factor Surveillance System. Available at www.marylandbrfss.org.

Scope of Work

The selected offeror shall:

- A. Provide a work plan outlining the specific timeline of the development of three television ads.
- B. Within two weeks of award, the selected Offeror will have an in-person meeting with CCDPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and production schedule will be finalized.
- C. The selected Offeror shall produce and edit, with conceptual input and creative direction from CCDPC, three ads for TV promoting Diabetes Prevention Programs and referring viewers to the CCDPC diabetes web page. If appropriate, creative talent featured in the ads may include CCDPC staff or family members, or other volunteer talent. Edits may be required subsequent to Departmental review. All produced messages will be the property of DHMH, and must be approved by DHMH prior to placement/airing. **CCDPC will provide any required DHMH logos and other mandatory tags or disclaimers as needed to be placed in ads.*

- D. The selected Offeror shall be responsible for all creative services necessary for production, including, but not limited to, filming, dubbing, recording, editing, and photographic services/photo shoots, as necessary. The selected Offeror shall provide a file sharing program in order for CCDPC to review and approve ads.

Final products must be ready for the perpetual use of CCDPC for future campaigns at no additional cost. The selected Offeror shall purchase all rights to any images, photos, pictures, music, etc. used in conjunction with the TV ads. CCDPC/DHMH will own the rights for all materials purchased. If talent will be used in the ads, all associated talent fees (union or non-union) must be covered by the selected Offeror for indefinite use by CCDPC/DHMH. All arrangements and coordination for production and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. Copies of all agreements and contracts must be provided to CCDPC to have on file.

- E. The selected Offeror shall provide CCDPC with “ready-to-use” files in broadcast quality format for TV ads, as well as any other necessary files required by CCDPC.
- F. The selected Offeror shall coordinate with the vendors selected to place the TV ads by providing all necessary files and information to these vendors. The selected Offeror must confirm with all parties that they can accept the files and formats, and make necessary changes (if any) to the files in order to complete ad placement. Expected timeframe for file delivery is *on or about* March 13. Files shall be delivered to vendors *and* to CCDPC. CCDPC will provide the vendor names to the selected Offeror at the appropriate time.
- *NOTE: ad placement is NOT a part of this contract.*

Ownership and Rights of Materials

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All related fees must be included in the final proposal price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

Technical Proposal Submissions

The Offeror shall send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be placed in a sealed envelope labeled "Technical Proposal".

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The offeror's small business reserve number and federal identification number.
- B. Organizational Capability
 - 1. How the agency is organized and who will be responsible for working on this project.
 - 2. The experience and capabilities of the organization and particular individuals relevant to accomplishing this project.
 - 3. Descriptions of prior projects and/or materials developed as part of the agency's portfolio, in particular those that are focused on health-related topics and which achieved the desired results.
 - 4. Submit a required minimum of up to two (2) letters of support from other agencies with whom the organization has collaborated or from former or current clients.
 - 5. Provide and explain relevant reference materials to demonstrate past experience, including 2-3 samples of similar work produced (samples can be included as attachments and are not required to be part of the six page limit). *Sample materials can be returned to the Offeror after review by the evaluation committee. The Offeror must state this in their proposal and provide a return address for the materials to be mailed.*
- C. Work plan
 - 1. The Offeror shall submit a work plan that includes a timeline for development of all of the ads to be produced.
 - 2. The Offeror shall include the length of TV ads.
 - 3. Describe features for TV ads that will continue to reach the targeted population (adults 40-60) with messaging.
 - 4. Describe any innovative features that will be utilized.
- D. Provide a description of any value-added component(s).
- E. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding

is being used and the source of the funding.

- F. Offerors shall submit a completed Bid Form (page 8), and provide a separate line item budget and budget narrative (Attachment A). **Budgets must be all inclusive of proposed services.**

Financial Proposal Submissions

Offerors shall submit an original signed completed Financial Proposal Form (page 7), and provide an original signed separate line item budget and narrative. One original and three (3) copies shall be placed in a sealed envelope labeled "Financial Proposal".

Technical Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capacity –
 - a. To what extent does the Offeror have in experience and capability to develop and produce TV ads that meet the goals of the Department?
 - b. How strong are the letters of recommendation and reference resources of past materials and projects?
- B. Work Plan –
 - a. To what extent does the Offeror's proposal provide a work plan that includes a realistic timeline?
 - b. To what extent does the Offeror describe the proposed features for the TV ads and provide rationale for and creativity of those selected?
 - c. To what extent does the Offeror provide the length of the TV ads?
 - d. To what extent does the Offeror describe how the ads will reach the targeted population (adults), and maintain "brand awareness"?
- C. How strong is the Offeror's value-added component?
- D. Does the Offeror have any conflicts of interest?

Financial Evaluation Criteria of Proposal

- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

Contract Term

The term of this contract shall be on or about February 1, 2015 to March 31, 2015.

Billing

Payment will be made by CCDPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. A final invoice for services rendered along with a summary report of all activities must be submitted no later than April 15, 2015. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

BID SUBMISSION INFORMATION

Interested parties should place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The financial proposal must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 2:00 p.m. on January 20, 2015** in order to be considered. Submission envelope must show the Procurement ID number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

Offerors who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michele Ferges. *NOTE: When dropping off the proposal, please obtain a receipt indicating proposal was received.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michele Ferges, 410-767-5039). *NOTE: When dropping off the proposal, please obtain a receipt indicating proposal was received.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (**By e-mail only**, no phone calls will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:

Michele Ferges

Procurement Supervisor

201 W. Preston Street, Suite 306

Baltimore, Maryland 21201

Voice: 410-767-5039

Michele.Ferges@maryland.gov

ISSUING OFFICE:

Tara Snyder

Health Communications Specialist

Center for Chronic Disease Prevention and Control

201 West Preston Street, Suite 306-J-11

Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Financial Proposal Form

PROCUREMENT

I.D. NUMBER: PHPA- S1754

ISSUE DATE: January 12, 2015

TITLE: *Diabetes Prevention Television Ad Production*

A. Offeror Information:

Vendor Name:

Federal Tax ID (FEIN#):

Contact Person:

Address:

Telephone/Email:

Fax:

SBR Number:

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1754.

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from February 1, 2015 to March 31, 2015

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
4. TOTAL DIRECT COSTS	\$25,000

* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form. Budget Narrative must include full breakdown of costs for each line item.

PROPOSALS ARE DUE TO THE PROCUREMENT OFFICER **NO LATER THAN 2:00 P.M. ON JANUARY 20, 2015.**

Important: Do not alter this page. Failure to fill out this page completely or altering the Financial Proposal Form in any way may render your proposal non-responsive. Should you have any questions regarding this Financial Proposal Form, contact the Procurement Officer.